



**City of Scottsdale  
Tourism Development Commission  
Regular Meeting**

**MARKED AGENDA**

8:00 a.m., Tuesday, February 19, 2013  
Pinnacle Conference Room at Human Resources  
7575 E. Main Street  
Scottsdale, Arizona 85251

**1. Call to Order/Roll Call 8:00AM**

Michael Hoffmann, Chairman	Ren Hirose
Kathleen Glenn, Vice-Chairwoman	Robert McCreary
Tom Enders	David Scholefield
Ace Bailey	

**2. Approval of Minutes**

Commission discussion and possible action to approve the January 15, 2013 regular meeting minutes (Attachment No.1)

**COMMISSIONER BAILEY MOVED TO APPROVE THE MINUTES OF THE JANUARY 15, 2013 MEETING. COMMISSIONER MCCREARY SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).**

**3. Staff Liaison Reports**

Staff Contact: Steve Geiogamah, Tourism Development Coordinator

- a. Staff Bed-Tax Collection Report (Attachment No.2)
- b. Bed Tax Proforma (Attachment No.3, 3a)
- c. Smith Travel Report (Attachment No.4)
- d. Program Updates
  - 1) Trolley Program
  - 2) Desert Discovery Center

**4. Tony Nelssen Equestrian Center at WestWorld**

Update and Commission discussion regarding the Tony Nelssen Equestrian Center project.  
Presenter: Paul Katsenes, Executive Director Community & Economic Development  
Director



PERSONS WITH A DISABILITY MAY REQUEST A REASONABLE ACCOMMODATION BY CONTACTING HOLLI SHANNON 480-312-7989 OR [HSHANNON@SCOTTSDALEAZ.GOV](mailto:HSHANNON@SCOTTSDALEAZ.GOV). REQUESTS SHOULD BE MADE 24 HOURS IN ADVANCE, OR AS EARLY AS POSSIBLE, TO ALLOW TIME TO ARRANGE THE ACCOMMODATION.

**5. Horses and Horse Power Event Proposal**

Commission discussion and possible action regarding the 2013 Horses and Horse Power Event Proposal.

Presenter: Jason Rose (Attachment No.5, 5a)

**COMMISSIONER SCHOLEFIELD MOVED TO SUPPORT THE EVENT IN THE AMOUNT OF \$75,000 FOR ONE ADDITIONAL YEAR. COMMISSIONER ENDERS SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).**

**6. SCVB Second Quarter Performance Measures Report**

Rachel Sacco, President/CEO of the SCVB

Staff Contact: Steve Geiogamah  
(Attachment No.6, 6a)

**7. Preliminary FY2013/14 Destination Marketing Program Objectives**

Commission discussion and possible action regarding the FY2013/14 Destination Marketing Program Objectives.

Rachel Sacco; President/CEO of the SCVB  
Staff Contact: Steve Geiogamah  
(Attachment No.7)

**8. Overview of the City's Event Funding Programs**

Commission discussion and possible action regarding the city's event support funding programs.

Staff Contact: Steve Geiogamah  
(Attachment No. 8, 8a, 8b, 8c, 8d)

**9. Museum of the West Project – Funding Request**

Commission discussion and possible action regarding Museum of the West Project.

Staff Contact: Rob Millar, Strategic Programs Manager  
(Attachment No. 9, 9a, 9b)

**COMMISSIONER SCHOLEFIELD MOVED TO SUPPORT THE SCOTTSDALE'S MUSEUM OF THE WEST. COMMISSIONER BAILEY SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).**

**COMMISSIONER BAILEY MOVED TO SUPPORT THE FORMAT OF FUNDING, FROM THE BED TAX DOLLARS. COMMISSIONER HIROSE SECONDED. MOTION CARRIED BY A VOTE OF FIVE (5) TO TWO (2), WITH CHAIRMAN HOFFMANN AND VICE-CHAIRWOMAN GLENN DISSENTING.**

**10. Civic Center Master Plan RFQ Update**

Commission update regarding the Civic Center Master Plan RFQ.

Staff Contact: Robin Rodgers, Project Manager

**COMMISSIONER BAILEY MOVED TO APPROVE THE MOTION FOR THE TOURISM DEVELOPMENT COMMISSION TO CONTINUE TO BE PART OF THE CONVERSATION REGARDING THE CIVIC CENTER PLAZA UPDATE PLAN. COMMISSIONER SCHOLEFIELD SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).**



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### **11. Identification of Future Agenda Items**

The public body may not discuss, deliberate, or take legal action on any matter in the “Identification of Future Agenda Items” unless the specific matter is properly noticed for legal action.

### **12. Public Comment**

Citizens may address the members of the Tourism Development Commission during “Public Comment.” This time is reserved for citizen comments regarding non-agendized items. However, Arizona State law prohibits the Tourism Development Commission from discussing or taking action on an item that is not on the prepared agenda.

### **13. Adjournment 10:07AM**

**Next scheduled meeting is March 19, 2013**



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